



Fire Department

William Wentlandt
Chief
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For Immediate Release

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MEDIA ADVISORY

**MILWAUKEE BROTHERHOOD OF FIREFIGHTERS BOOST "SAFE SLEEP"
PROGRAM WITH DONATION OF 20 BABY CRIBS**

The Milwaukee Brotherhood of Firefighters* (MBFF) will be donating the first 20 Pack 'N Play baby cribs to the Milwaukee Fire Department (MFD) for its Safe Sleep program. The Safe Sleep program is designed to reduce the chances of Sudden Infant Death Syndrome (SIDS) by ensuring that infants have a proper sleep environment. Milwaukee firefighters, during community outreach activities, will identify families where infants do not have their own sleeping environment and then deliver and set up the Pack 'n Play units to those families.

SIDS is a leading cause of infant death in the City of Milwaukee, particularly in zip codes 53206 and 53218. The MFD is committed to helping minimize these preventable tragedies with its Safe Sleep program. A **news conference** with Mayor Tom Barrett will be held to bring awareness to this program **tomorrow, January 10th at 2:00 pm.**

When: Wednesday, January 10, 2007 at 2:00 P.M.
Where: Quarters of Engine 2, 755 North James Lovell Street
Who: Mayor Tom Barrett, Fire Chief William Wentlandt,
Deputy Chief, Special Operations Gloria Murawsky,
Local 215 President Bobbie Webber,
MBFF President De 'Wayne Smoots, and
St. Joseph 's Hospital Safe Sleep Coordinator Kathy Elertson

(*The Milwaukee Brotherhood of Firefighters is a non- profit organization comprised of individuals on the MFD who have dedicated themselves to giving back to their community.)

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